

IN THE CLAIMS

This listing of claims replaces all prior listings.

1. - 31. (Cancelled)

32. (Previously presented) A computer implemented method for distributing purchasing incentives to consumers, comprising:
- transmitting promotion data identifying a plurality of product discounts from a main computer to a personal computer over a computer network;
 - displaying said plurality of product discounts at said personal computer based on said promotion data;
 - transmitting selection data designating at least one product discount selected from said plurality of product discounts from said personal computer to said main computer over said computer network;
 - generating token data depending on said selection data;
 - transmitting said token data from said main computer to said personal computer over said computer network;
 - identifying said token data in a retail store in association with items being purchased at said retail store;
 - determining discount items being purchased corresponding to said at least one product discount from said identified token data; and
 - generating a purchase incentive based on said discount items.
33. (Previously presented) The method of claim 32, wherein generating said purchase incentive comprises generating an instantly redeemable voucher.
34. (Previously presented) The method of claim 32, wherein generating said purchase incentive comprises generating a voucher that is redeemable on a subsequent visit to said retail store.
35. (Original) The method of claim 32, further comprising generating a shopping list based on said selected product discounts.

36. (Original) The method of claim 35, further comprising transmitting said shopping list from said main computer to said personal computer over said computer network.

37. (Previously presented) The method of claim 32, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer.

38. (Previously presented) The method of claim 32, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified retailer.

39. (Previously presented) The method of claim 32, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer and from a specified product retailer.

40. (Previously presented) The method of claim 32, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of demographic data stored in a personal database of a consumer.

41. (Previously presented) The method of claim 32, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of a frequency of usage of tokens by a consumer.

42. (Previously presented) The method of claim 32, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of a frequency of usage of product discounts by a consumer.

43. (Previously presented) The method of claim 32, wherein identifying said token data comprises identifying said token data by scanning a token having said token data therein.

44. The method of claim 32, wherein said computer network comprises one of an intranet and the Internet.

45. (Original) A system for distributing purchasing incentives to consumers, comprising:

a computer network;

at least one personal computer;

a main computer coupled to said at least one personal computer via said computer

network and configured to transmit promotion data identifying a plurality of product discounts to said at least one personal computer over said computer network;

said at least one personal computer configured to display said plurality of product discounts based on said promotion data;

said at least one personal computer configured to transmit selection data designating at least one product discount selected from said plurality of product discounts to said main computer over said computer network;

said main computer configured to generate token data depending on said selection data; said main computer configured to transmit said token data to said at least one personal computer over said computer network;

a retail store configured to identify said token data in association with items being purchased at said retail store;

said retail store configured to determine discount items being purchased corresponding to said at least one product discount from said identified token data; and

said retail store configured to generate a purchase incentive based on said discount items.

46. (Original) The system of claim 45, wherein said retail store is configured to generate an instantly redeemable voucher as said purchase incentive.

47. (Original) The system of claim 45, wherein said retail store is configured to generate a voucher that is redeemable on a subsequent visit to said retail store as said purchase incentive.

48. (Original) The system of claim 45, wherein said main computer is configured to generate a shopping list based on said selected product discounts.

49. (Original) The system of claim 48, wherein said main computer is configured to transmit said shopping list to said at least one personal computer over said computer network.

50. (Original) The system of claim 45, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts from a specified product manufacturer.

51. (Original) The system of claim 45, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts from a specified retailer.

52. (Original) The system of claim 45, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts from a specified product manufacturer and a specified product retailer.

53. (Original) The system of claim 45, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts based on demographic data stored in a personal database of a consumer.

54. (Original) The system of claim 45, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts based on a frequency of usage of tokens by a consumer.

55. (Original) The system of claim 45, wherein said main computer is configured to transmit promotion data identifying a plurality of product discounts based on a frequency of usage of product discounts by a consumer.

56. (Original) The system of claim 45, wherein said retail store is configured to identify said token data by scanning a token having said token data therein.

57. (Original) The system of claim 45, wherein said computer network comprises one of an intranet and the Internet.

58. (Previously presented) A computer program product comprising a computer storage medium having a computer program therein for distributing purchasing incentives to consumers, said computer program performing:

transmitting promotion data identifying a plurality of product discounts from a main computer to a personal computer over a computer network;

displaying said plurality of product discounts at said personal computer based on said promotion data;

transmitting selection data designating at least one product discount selected from said plurality of product discounts from said personal computer to said main computer over said computer network;

generating token data depending on said selection data;

transmitting said token data from said main computer to said personal computer over said computer network;

identifying said token data in a retail store in association with items being purchased at said retail store;

determining discount items being purchased corresponding to said at least one product discount from said identified token data; and

generating a purchase incentive based on said discount items.

59. (Previously presented) The computer program product of claim 58, wherein generating said purchase incentive comprises generating an instantly redeemable voucher.

60. (Previously presented) The computer program product of claim 58, wherein generating said purchase incentive comprises generating a voucher that is redeemable on a subsequent visit to said retail store.

61. (Original) The computer program product of claim 58, further comprising generating a shopping list based on said selected product discounts.

62. (Original) The computer program product of claim 58, further comprising transmitting said shopping list from said main computer to said personal computer over said computer network.

63. (Previously presented) The computer program product of claim 58, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer.

64. (Previously presented) The computer program product of claim 58, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified retailer.

65. (Previously presented) The computer program product of claim 58, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts from a specified product manufacturer and from a specified product retailer.

66. (Previously presented) The computer program product of claim 58, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of demographic data stored in a personal database of a consumer.

67. (Previously presented) The computer program product of claim 58, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of

product discounts on a basis of a frequency of usage of tokens by a consumer.

68. (Previously presented) The computer program product of claim 58, wherein transmitting said promotion data comprises transmitting promotion data identifying a plurality of product discounts on a basis of a frequency of usage of product discounts by a consumer.

69. (Previously presented) The computer program product of claim 58, wherein identifying said token data comprises identifying said token data by scanning a token having said token data therein.

70. (Original) The computer program product of claim 58, wherein said computer network comprises one of an intranet and the Internet.

71. (New) The method of claim 32 wherein said personal computer is located remote from said main computer.

72. (New) The method of claim 32 wherein said personal computer is located outside said retail store.

73. (New) The method of claim 32 wherein said personal computer is located at a home of a user of said personal computer.

74. (New) The method of claim 32 further comprising logging said personal computer on to said a web site of said main computer prior to said transmitting promotion data.

75. (New) The system of claim 45 wherein said personal computer is located remote from said main computer.

76. (New) The system of claim 45 wherein said personal computer is capable of logging on to a web site of said main computer.